MAKING VISION REAL

Strategic Goal 1:

Enhance International Competitiveness of American Agriculture

Strategic Goal 2:

Enhance the
Competitiveness and
Sustainability of
Rural Farm
Economics

Strategic Goal 3:

Support Increased
Economic
Opportunities and
Improved Quality of
Life in Rural America

USDA

Strategic Goal 4:

Enhance Protection and Safety of the Nation's Agriculture and Food Supply

Strategic Goal 5:

Improve the Nation's Health and Nutrition

Strategic Goal 6:

Protect and Enhance the Nation's Natural Resource Base and Environment

AMS

Strategic Goal 1:

Support our customers in making verifiable marketenhancing claims about how their products are produced, processed, and packaged.

Strategic Goal 2:

Provide benefits to the agriculture industry and general public by delivering timely, accurate, and unbiased market information; supporting marketing innovation; and purchasing commodities in temporary surplus and donating them for Federal food and nutrition programs.

Strategic Goal 3:

Enable agriculture groups to create marketing self-help programs designed to strengthen the industry's position in the marketplace.

Strategic Goal 4:

Monitor specific agricultural industries/activities to ensure that they maintain practices established by regulation to protect buyers, sellers, and other stakeholders.

MANAGEMENT STRATEGY:

Procure, develop, and use resources to efficiently and effectively support AMS programs.

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AMS PROGRAM PLANS



EMPLOYEE PERFORMANCE PLANS AMS' Strategic Plan is linked to USDA's Strategic Plan, AMS' individual Program Plans, and AMS' Employees' Performance Plans. AMS' Strategic Plan supports USDA in accomplishing its Strategic Plan. Individual AMS Program Plans support AMS in accomplishing its Strategic Plan. AMS Employees' Performance Plans support AMS Programs in accomplishing their Plans. Together, all combine to make real the AMS Vision of a marketing system that quickly and efficiently moves wholesome, affordable agricultural products to the consumer.





